

Social Media Managed Services Terms and Conditions

Last Updated: May 12, 2023

If you have ordered Social Media (“**SM**”) Managed Services, you agree to the following additional terms and conditions. Capitalized terms used but not defined in these terms and conditions will have the same meaning given in the Services Agreement Terms and Conditions governing your Order.

1. Package Options. The SM Managed Services include the provision of certain social media postings and advertising. Depending on the SM Managed Services package you order, the SM Managed Services may include the creation and management of a Facebook Business Page, a Google My Business network Profile, an Instagram Profile, a LinkedIn Personal or Business page, and/or a Twitter Account and/or page for your business (each, a “**Business Page**”) and any additional account, presence or business listing profile that includes pertinent business information on various third-party “social media” websites, applications, or other properties or platforms (each a “**Social Media Property**”) that we may offer in the future, depending on availability or relevance to your purchased package. You authorize us to establish, post content to, maintain, modify, and access accounts on the specified Social Media Properties on your behalf. Packages may include:
 - a. Business Pages. Creation of a Facebook Business page or becoming an administrator on an existing Facebook Business page, creation of or exercise of admin rights to the business’s Instagram profile, creation of or exercise of admin rights to the business’s Twitter page, creation of or exercise of admin rights to the business’s LinkedIn page, or a representative’s personal LinkedIn profile, and creation, claiming or verification of your business’s Google My Business (GMB) Profile, and management of GMB network activity. All profiles will incorporate business information provided or made available by you.
 - b. Posts. Based on your package level, periodic posts per month of either industry-related tips, standard or custom content on the Facebook Business Page, GMB network, Instagram profile, LinkedIn page or profile, and Twitter account (depending on package purchased), with certain posts being “boosted” posts, if applicable to your package.
 - c. Blogs. Creation of blog posts. Each blog will be custom written based on topics that are relevant to your industry, product line, or geographic area. If you do not have a blog site or are not willing to give us access to that site, we may create a custom blog site, which will be hosted on our servers.
 - d. Social Media Property Advertising Campaigns. Paid advertisements on various Social Media Properties. You must provide us with the necessary information to successfully set up and run the campaign. If custom graphics are needed, we will provide them at an additional charge.

Please click on the link below to view package details. Not all packages are available in all markets or sales channels. If you order a custom package, your package details will be as set forth in your Order Form.

[Package Options](#)

2. Client Responsibilities/Acknowledgements.
 - a. You must assist us with helping you claim or verify your page and/or profile on Social Media Properties and assign us as an authorized administrator for your business on the Social Media Property, which may include providing us your email address.
 - b. You acknowledge that except for the Business Page creation and the monthly content posts described above, the addition of any other content, including photos, videos or other content to your Business Page is your responsibility and is not included in the SM Managed Services.
 - c. You understand that if you do not fulfill your responsibility to assist us in claiming or administering your Business Pages by the deadlines we set, we cannot fully provision the SM Managed Services, but billing may begin. You acknowledge that if your SM Managed Services are not renewed, the SM Managed Services will terminate at the end of the then-current term, and any Business Tab(s) (and content) created by us may be removed from the Business Page. You acknowledge and agree that the Social Media Properties control what types of businesses or content they restrict or prohibit from publishing and that the

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publication policies of the Social Media Properties may limit our ability to provide you SM Managed Services, or certain features thereof.

- d. You agree to comply with any requirements or terms of use of the Social Media Properties, including any terms related to our access to the Social Media Properties on your behalf, as applicable to the Social Media Services used.
- e. You understand and acknowledge that Social Media Properties are third parties for which we have no responsibility and over which we have no control. They may change any aspect of their social networking sites, including Business Pages, or their terms and conditions at any time without notice, including any categories or types of businesses or content that their policies restrict or prohibit from publication. We are not responsible for monitoring all content on Social Media Properties. Your use of Social Media Properties is governed by their terms and conditions, with which you agree to comply. No affiliation with, or endorsement by, the Social Media Properties is implied by our provision of the SM Managed Services. We may at our sole discretion modify the content of your SM Managed Service to conform to the requirements of, or to utilize the features of a third-party Social Media Property's site. We may delete, modify, expand, or utilize data or content or add links to, your content, website, business profile, or other materials you provide for our use in providing you the SM Managed Services.